

United States Department of the Interior
National Park Service

NATIONAL REGISTER
LISTED

JUN 19 2009

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in *How to Complete the National Register of Historic Places Registration Form* (National Register Bulletin 16A). Complete each item by marking "x" in the appropriate box or by entering the information requested. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional entries and narrative items on continuation sheets (NPS Form 10-9000a). Use a typewriter, word processor, or computer, to complete all items.

1. Name of Property

Historic name Broadview Hotel

Other name/site number 173-5880-08222

2. Location

Street & number 400 W. Douglas Ave ☐ not for publication

City or town Wichita ☐ vicinity

State Kansas Code KS County Sedgwick Code 173 Zip code 67202

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended, I hereby certify that this ☒ nomination ☐ request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60. In my opinion, the property ☒ meets ☐ does not meet the National Register criteria. I recommend that this property be considered significant ☐ nationally ☐ statewide ☒ locally. (☐ See continuation sheet for additional comments.)

Patricia Selmer DSHPO
Signature of certifying official/Title
Kansas State Historical Society

5-7-09
Date

State or Federal agency and bureau

In my opinion, the property ☐ meets ☐ does not meet the National Register criteria. (☐ See continuation sheet for additional Comments.)

Signature of commenting official /Title

Date

State or Federal agency and bureau

4. National Park Service Certification

I hereby certify that the property is

Signature of the Keeper

Date of Action

☐ entered in the National Register. _____
☐ See continuation sheet.

☐ determined eligible for the National Register _____
☐ See continuation sheet.

☐ determined not eligible for the National Register _____

☐ removed from the National Register _____

☐ other, (explain:) _____

Broadview Hotel
Name of Property

Sedgwick County, Kansas
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply)

- ☒ private
☐ public-local
☐ public-State
☐ public-Federal

Category of Property
(Check only one box)

- ☒ building(s)
☐ district
☐ site
☐ structure
☐ object

Number of Resources within Property
(Do not include previously listed resources in the count.)

Contributing	Noncontributing
1	buildings
	sites
	structures
	objects
1	total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing.)

N/A

**Number of contributing resources previously listed
in the National Register**

N/A

6. Function or Use

Historic Functions
(Enter Categories from instructions)

DOMESTIC/hotel

COMMERCE/TRADE/restaurant

SOCIAL/meeting hall

Current Functions
(Enter categories from instructions)

DOMESTIC/hotel

COMMERCE/TRADE/restaurant

SOCIAL/meeting hall

7. Description

Architectural Classification
(Enter categories from instructions)

LATE 19th and EARLY 20th CENTURY AMERICAN
MOVEMENTS/Commercial Style

Materials
(Enter categories from instructions)

Foundation: Concrete
Walls: Concrete/Brick

Roof: Asphalt

Other:

Narrative Description

(Describe the historic and current condition of the property on one or more continuation sheets.)

Broadview Hotel
Name of Property

Sedgwick County, Kansas
County and State

8. Statement of Significance

Applicable National Register Criteria

(Mark "X" in one or more boxes for the criteria qualifying the property for National Register)

- ☒ **A** Property is associated with events that have made a significant contribution to the broad patterns of our history
- ☐ **B** Property is associated with the lives of persons significant in our past.
- ☐ **C** Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- ☐ **D** Property has yielded, or likely to yield, information important in prehistory or history.

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- ☐ **A** owned by a religious institution or used for religious purposes.
- ☐ **B** removed from its original location.
- ☐ **C** a birthplace or grave.
- ☐ **D** a cemetery.
- ☐ **E** a reconstructed building, object, or structure.
- ☐ **F** a commemorative property.
- ☐ **G** less than 50 years of age or achieved significance within the past 50 years

Narrative Statement of Significance

(Explain the significance of the property on one or more continuation sheets.)

Areas of Significance

(Enter categories from instructions)

COMMUNITY DEVELOPMENT AND PLANNING

Period of Significance

1922-1950

Significant Dates

1922

1929; 1950

Significant Person

(Complete if Criterion B is marked above)

Cultural Affiliation

Architect/Builder

Ed Forsblom (Architect)

George Siedhoff (Builder)

9. Major Bibliographical References

Bibliography

(Cite the books, articles, and other sources used in preparing this form on one or more continuation sheets.)

Previous documentation on file (NPS):

- ☐ preliminary determination of individual listing (36 CFR 67) has been requested
- ☐ previously listed in the National Register
- ☐ previously determined eligible by the National Register
- ☐ designated a National Historic Landmark
- ☐ recorded by Historic American Buildings Survey

- ☐ recorded by Historic American Engineering
Record # _____

Primary location of additional data:

- ☐ State Historic Preservation Office
- ☐ Other State agency
- ☐ Federal agency
- ☒ Local government
- ☐ University
- ☐ Other

Name of repository:

Broadview Hotel
Name of Property

Sedgwick County, Kansas
County and State

10. Geographical Data

Acreage of Property 1 acre

UTM References

(Place additional UTM references on a continuation sheet.)

1	1	4	6	4	6	1	5	9	4	1	7	2	2	8	9
Zone	Easting		Northing												

2															
Zone	Easting		Northing												

3															
Zone	Easting		Northing												

4															
Zone	Easting		Northing												

☐ See continuation sheet

Verbal Boundary Description

(Describe the boundaries of the property on a continuation sheet.)

Boundary Justification

(Explain why the boundaries were selected on a continuation sheet.)

11. Form Prepared By

Name/title Christy Davis
Organization Davis Preservation Date 8/1/2008
Street & number 909 1/2 Kansas Ave, Suite 7 Telephone 785-234-5053
City or town Topeka State Kansas Zip code 66612

Additional Documentation

Submit the following items with the completed form:

Continuation Sheets

Maps

A USGS map (7.5 or 15 minute series) indicating the property's location.

A sketch map for historic districts and properties having large acreage or numerous resources.

Photographs

Representative black and white photographs of the property.

Additional items

(Check with SHPO or FPO for any additional items)

Property Owner

Name City of Wichita
Street & number 455 N. Main Telephone (316) 268-4351
City or town Wichita State KS Zip code 67202

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C. 470 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18.1 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Chief, Administrative Services Division, National Park Service, P.O. Box 37127, Washington, DC 20013-7127; and the Office of Management and Budget, Paperwork Reduction Projects (1024-0018), Washington, DC 20503

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 1

*Broadview Hotel
Sedgwick County, Kansas*

Narrative Description

Setting

The Broadview Hotel is located at 400 West Douglas Avenue, on the west end of downtown Wichita, Kansas (pop. 360,000). The building lies on the north side of Douglas Avenue, the city's main thoroughfare, nestled between Waco Street on its east and the Arkansas River on its west. A canted entry serves as the primary building entrance with "storefront" bays on the south and east along Douglas and Waco.

Exterior

The eight-story building is reinforced concrete construction with brick curtain walls. The dark red wire-cut brick facades are laid in a common running bond and feature ashlar stone detailing. Constructed in 1922 as a hotel, the building is a three-part vertical block defined by a base at street level, the body comprised of the second through seventh floors, with the top floor serving as a cap. Vertical brick pilasters divide the facade into bays: three at the angled corner entrance, five on the south facade, and seven on the east facade. The pilasters generally frame a pair of windows on each floor. The windows are replacement units with one and two-pane tinted glass. Cut stone detailing provides accents at the three corner bays and end bays, as well as, the second floor and seventh floor windows creating horizontal and vertical bands on the otherwise unadorned facade. The primary building entrance is defined by a stone surround with a Gothic arch that has three stone panels inscribed with the hotel's name over the archway. The arch is repeated in a stone band over each pair of windows on the seventh floor. A three-part stone panel with central diamond is located between each floor at the three corner bays and end bays. This pattern was repeated on the end bay of the addition (north end of the east facade). A row of diamond panels separates the ground floor or base of the building from the upper facade.

A Commercial-Style building, the form and massing of the original building was symmetrical with five bays flanking the corner entry. In 1929, two bays were later added to the north end of the east facade. The addition is comprised of a wider bay that has four windows on the body of the facade and two openings at the cap. The ground floor is stone with a single wide arched opening that serves as a secondary entrance. The end bay (north end of the east facade) has three windows per floor as compared to the two windows on the original building and the stone arch detail is repeated on the eighth floor rather than the seventh

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 2

*Broadview Hotel
Sedgwick County, Kansas*

floor. The addition utilized similar materials and is compatible with, yet distinguishable from, the original building.

As evidenced by historic postcards, the eighth floor or cap of the building has been modified, with recessed facades extended to the principal elevation plane. Based upon photographic documentation, the eighth-floor façade on the east elevation was modified at the time of the 1929 addition. It is unclear when the other side was modified. A raised parapet and stone balustrade on the balconies distinguished the three corner bays. A simple stone cornice between the seventh and eighth floors was retained and the brick pilasters extended to frame bays on the top floor, aligning with the lower floors. Each bay of the top floor is now comprised of a single masonry opening with a three-part glass enclosure that has a painted metal balcony rail. The corner bays and south facade have a simple stone cap. On the east facade, the brick facade extends to form a simple parapet making it taller than the south facade and corner bays. Additionally, the original stone lintel on the corner bays was repeated on the east facade changing the historic emphasis original created by the raised parapet and stone lintels on the corner bays.

The ground floor of the building is also distinguished from its body. A stone bulkhead defines the base of the building and a stone lintel caps the transom in each bay. The original "storefront" bays featured a single door on the left with flanking display window and three-part transom. The general configuration has been retained but the storefront windows and transoms are contemporary replacements and an angled canvas awning has been installed over the transom in each bay. The corner entrance is recessed with a pair of wood doors and an ornate projecting metal canopy. In addition to the arched stone surround, the corner bay is further distinguished by a projecting balcony on the seventh floor, over the ground-level entrance.

The north and west ends of the original building are each three bays wide with a single window in the end bays and an open metal fire escape at the center bay. The rear facade maintains the fenestration pattern of the street facade with brick pilasters and paired windows in most bays. A single masonry opening with balcony railing is located in each bay of the 8th floor. The secondary facades lack the stone detailing of the street facades with the exception of simple stone lintels.

The plan form of the original building is an "L" shape. A one-story ballroom was constructed off the north and west sides of the north leg of the original building in 1950.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 3

*Broadview Hotel
Sedgwick County, Kansas*

The addition is comprised of two bays fronting Waco – a 1-1/2 story bay with stone veneer with a recessed entrance and a one-story brick bay with central service doors. The large rectangular addition is primarily at the rear of the historic building, extending to the corner intersection with the south ell. The addition is 1-1/2 story, stepping down to one-story on the west. It is utilitarian in design with brick walls and few openings.

A second contemporary addition was built off of the west end of the south leg of the original building. This addition is a one-story parking garage with roof deck. It is a concrete structure with metal railing around the roof deck. Both modern additions are secondary to the original building with minimal impact on the form and character of the historic building.

Interior – Overall

The design of the building's exterior reflects the interior uses. The first floor houses public and service spaces. The second through eighth floors have stacked floorplans, with rooms flanking double-loaded corridors – basic guest rooms on the second through seventh floors and executive suites, presidential suite, guest laundry and crew lounge on the eighth floor. The basement houses utilitarian functions, including the laundry, boiler room, and storage.

The character-defining features are concentrated in the building's public spaces. For instance, the lobby has cast-iron and wrought-iron railings, decorative plaster, coffered ceilings, marble floors and baseboards. Some of these character-defining features were concealed during past renovations and recently re-exposed. Upper floors retain their floorplans. The floors are carpeted. Character-defining features include mail drop and elevator lobbies. The eighth-floor elevator lobby is clad with pink marble. Guest rooms are simple – with gypsum board walls, crown molding and carpet.

Interior – First Floor and Mezzanine

The first floor is divided among a series of public and service spaces. There is a restaurant on the northwest corner, an open lobby and reception desk in the southwest corner. East of the lobby, in a space originally designed as a storefront, is Chisholm's Bar. East of the bar, behind an arched opening labeled "AVI Freight Station" is a meeting room known as the Plaza Room. The space east of the Plaza Room houses executive offices. An entrance east of the 1929 addition opens to the exhibition hall foyer, an 18' X 90' north/south hallway that provides access to two exhibition halls on the east. The exhibition

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 7 Page 4

*Broadview Hotel
Sedgwick County, Kansas*

halls each measure 51' east to west and 86' north to south. The exhibition hall foyer meets the 18" X 180' east/west hallway known as the ballroom foyer. This foyer opens to three ballrooms, each of which measures 51' X 60'. The ballrooms feature mosaic murals designed by Indian artist Blackbear Bosin. The murals depict events in regional history. Behind the ballrooms is a service area that provides access from the banquet kitchen on the west to the ballrooms and exhibition halls.

A historic cast iron stair leads from the lobby to a mezzanine level. The mezzanine houses three meeting rooms, the Balcony Room, Rose Room, and Directors Room.

Interior – Second through Eighth Floors

The second through eighth floors are stacked plans with rooms on each floor accessed via a double-loaded corridor that runs north to south parallel to Waco Avenue, then turning southwest at the elevator tower parallel to the angled Douglas Avenue. The second floor houses thirty-one guest rooms, including sixteen "double double" rooms, eleven single queen rooms, one single king room, and three handicap-accessible rooms. The floorplans of the third through seventh floors are identical, each with thirty-five guest rooms, including eleven double doubles, eleven single queens, twelve single kings, and one handicap-accessible room. There are twenty-five guest rooms on the eighth floor, with twenty "executive king" rooms, a presidential suite, and four loft suites. The loft suites have bathrooms, kitchenettes and a seating area at the floor level, and a bedroom at a mezzanine level.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 5

*Broadview Hotel
Sedgwick County, Kansas*

Statement of Significance

Introduction

The Broadview Hotel is being nominated to the National Register of Historic Places under Criterion A for its association with the growth and development of Wichita, particularly with the post-World War I boom in which Wichita matured into a commercial and industrial center.

A Brief History of Wichita

After Wichita was incorporated as a village in 1869, town boosters set out to secure its place as a regional trade center. Its status was threatened when the Atchison, Topeka, Santa Fe Rail line chose to bypass the new town, with its then-unclear Osage land titles, instead passing through the paper town of Newton. Townboosters' efforts to secure \$200,000 in bonds to construct a spur line from Newton to Wichita in 1871, and the railroad's decision to extend the spur line south in 1877, both helped assure the city's future as a major industrial, milling, and wholesaling center.

By the 1920s, Wichita was the nation's 96th largest city and its fifth-largest milling market.¹ And its capitalists were reaping the rewards of investments in the region's productive oil fields and aircraft industries. Among the new businesses were the Derby oil refinery, Koch Industries, and the Beech, Stearman and Cessna Aircraft Companies. These industries, and the services required to support them, attracted many new residents. Between 1920 and 1930, the city's population increased by 50,000.

The downtown commercial district grew up along Douglas Avenue, west of the warehouse and jobbers district. There, townboosters invested their profits in ways that would attract additional investors. The year the Broadview Hotel was constructed, 1921, was a record year for construction in Wichita, with construction permits totaling nearly \$7.4 million, up from \$4.8 million in 1919. Contemporary projects included infrastructure improvements, from sewers to water systems, to parks and paved streets. Among the major buildings under construction at the time of the Broadview Hotel were the First National Bank and Orpheum Theater, both still landmarks.

¹ A. E. Janzen, "The Wichita Grain Market," Kansas Studies in Business, (Lawrence, Kansas: School of Business, no. 8, June 1928).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 6

Broadview Hotel
Sedgwick County, Kansas

Although many businesses closed their doors during the Great Depression, three of the city's aircraft companies survived, leaving them poised to tackle wartime military orders. The city's aircraft industry exploded during World War II, when its plants attracted \$20 million in defense orders. Civilian workers flocked to the air capital during the war, nearly doubling the city's population between 1940 and 1945, when it reached 200,000.²

Today, Wichita is a thriving city of 360,000. Many of the buildings that were constructed during the city's post-World War I boom are being rehabilitated as the downtown and historic industrial district are revitalized.

19th and Early 20th Century Hotels

The history of the Broadview Hotel falls into the broader context of the history of hotels nationwide. In the late nineteenth and early twentieth centuries, hotels, particularly those in the west, were economic and social centers. In their study of the subject, Raitz and Jones argue that hotels were better indicators of a city's "personality and progress" than government buildings and churches.³

In the years before railroads, hotels, were also stage coach stops.⁴ After the arrival of the railroad, they provided a place for traveling salesmen to exhibit their wares. Before apartment buildings, hotels served as temporary housing for prospective residents and bachelor entrepreneurs. The construction of the Broadview coincided with a surge in apartment-building construction. Early hotels also often housed a town's only commercial dining establishments.

Because of the essential role they played in community life, their uninterrupted operation was imperative to the livelihood of a town. The loss of a hotel, through fire or natural

² *Wichita Beacon* 1 January 1922; *Wichita Beacon* 9 November 1921; James R. Shortridge, *Cities on the Plains: The Evolution of Urban Kansas*. (Lawrence: University Press of Kansas, 2004), 247-254.

³ Karl B. Raitz and John Paul Jones, III, "The City Hotel as Landscape Artifact and Community Symbol," *Journal of Cultural Geography*. V. 9, 1988, 28.

⁴ *Ibid.*

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 7

Broadview Hotel
Sedgwick County, Kansas

disaster, was not uncommonly met with strong calls for reconstruction, often subsidized by business leaders and volunteer laborers.⁵ In the early twentieth century, many modern fireproof hotels, such as the Hotel Ripley in Newton, Kansas, were financed through the sale of stock to community leaders. Investment was promoted as a civic duty by local newspapers who printed the names of stockholders on the front page.

By the 1930s, the luster of community hotels had begun to fade – due to a number of dynamics. Restaurants that were independent of hotels fed the town's residents. Apartment buildings, which became common after World War I, housed temporary residents and unmarried folk. Movie theaters entertained broad audiences. And roadside motels, situated along highways, which had begun to take precedence over the railroads, catered to travelers. As a result, hotels often lost their appeal. Unfortunately, many were demolished in the second half of the Twentieth Century. Some, like Emporia's Broadview Hotel and Wichita's Eaton Hotel, were given a second life as housing. Others, like Wichita's Lassen Hotel, were converted to office buildings.

Wichita's Broadview Hotel is a rare example of a historic hotel in Kansas that, despite many challenges, continues to serve its original use.

Wichita's Downtown Hotels

Like that of its competitors, Wichita's ability to promote itself hinged in part on its ability to accommodate and impress investors. In 1872, three years after Wichita's incorporation, the *Wichita Eagle* reported that among the city's 111 businesses were two hotels.⁶ Some of its first hotels, like the "Texas House," were inspired by the city's short-lived status as a cowtown, the terminus of the Chisholm Trail.⁷ The majority of the early hotels were located near the railroad depot. Among those constructed by late 1872 were the Henry Hotel, Mead House and Eagle Hotel.⁸

Over time, the city's business district stretched west along Douglas Avenue, driven by the efforts of the financially shrewd William ("Dutch Bill") Griffinstein. Griffinstein's Douglas Avenue House hotel on the corner of Douglas and Water helped secure his fate as the

⁵ Raitz and Jones, 22.

⁶ *Wichita Eagle*, 12 April 1872.

⁷ *Wichita Eagle*, 19 July 1872.

⁸ *Wichita Eagle*, 28 November 1872.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 8

Broadview Hotel
Sedgwick County, Kansas

"Father of Wichita" and Douglas Avenue's place as the city's main thoroughfare. The three-story 50' X 80' building was an enormous wood-framed structure, requiring 80,000 feet of lumber to construct.⁹

The city's first permanent hotel building was the Occidental Hotel at 300 N. Main, completed in 1874. Celebrated as the city's first brick building, the Occidental was constructed at a cost of \$35,000 and executed in the popular Italianate Style.¹⁰

Despite persistent efforts to improve and expand the Occidental, it alone could not accommodate the city's growing number of guests by the booming 1880s. The situation prompted the *Kansas City Star* to quip that "If there was anything Wichita needed more than a sweeping revival in religion, it was a comfortable hotel."¹¹ Boom-time developers answered the call. In 1884, there were six downtown hotels, including Griffinstein's Douglas Avenue Hotel; the Occidental Hotel; the Farmers and Drovers Hotel on the north side of Douglas near the Arkansas River; the Kennedy Hotel, south of Douglas on the west side of 4th Avenue; and two hotels, the Richey and Valley Hotels, on the north side of Douglas Avenue between 4th and 5th Avenue.¹² By 1892, the number of hotels had burgeoned to twenty-two.¹³

The most celebrated of the boom-time hotels was the Carey House, later known as the Eaton Hotel, at 525 E. Douglas. John B. Carey, who operated a lumber company on the adjacent property to the west, commissioned the brick five-story hotel in 1886 from plans by Wichita architects Terry and Dumont. The Second-Empire-Style hotel was one of the city's first high-style designs. In 1895, Ben L. Eaton, who managed the Manhattan Hotel, leased the Carey Hotel. He purchased the building from the Carey heirs in 1899 and re-organized and renamed it the "Eaton Hotel" in 1910.¹⁴

⁹ *Wichita Eagle*, 12 April 1872; *Wichita Eagle*, 10 May 1872.

¹⁰ City of Wichita, *Discover Historic Wichita! A Listing of Wichita's Register Historic Landmarks and Districts (brochure)*, 40.

¹¹ *Wichita Beacon*, 6 January 1888.

¹² 1884 Sanborn.

¹³ 1892 Sanborn.

¹⁴ *Wichita Beacon*, 2 January 1910.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 9

Broadview Hotel
Sedgwick County, Kansas

Together, the Carey, Manhattan and Occidental Hotels alone provided rooms for more than half of the city's 45,000 guests per year.¹⁵ The hotel market was apparently glutted until the late 1910s when town boosters set their sites on hotels that would provide luxury accommodations for dignitaries and potential Wichita investors. Henry Lassen, a milling mogul who reaped the benefits of international demand for flour during World War I, lent his name to the eleven-story Lassen Hotel built in 1918 from plans by local architects Richards, McCarty and Bullford.¹⁶ The Broadview Hotel, constructed 1921, followed suit.

In the late 1920s and 1930s, George Siedhoff, who constructed the Broadview Hotel, was involved in other Wichita hotel projects. In 1930, Siedhoff purchased the Eaton Hotel (1886) with the intention of replacing it. The building was saved, however, when Siedhoff instead lent his name to competing projects. One of these projects, the sixteen-story Roosevelt Hotel, which developers planned to construct across the street from the Broadview, never came to fruition. The second was the Allis Hotel, a \$1.1 million 300-room ziggurat-topped Art Deco skyscraper that ushered in a new architectural era in the city. The Siedhoff Construction Company was awarded the contract for the Allis' reinforced-concrete construction.¹⁷

By the time the Allis was completed, the nation stood at the precipice of the Great Depression. Changing economic and transportation trends meant that the Allis would be the last hotel constructed in downtown Wichita for decades. Roadside motels catering to auto tourists captured the hotel market. In the years following World War II, the majority of Wichita's downtown hotels closed their doors.

The hotels that remained were greatly affected by the 1970 opening of the 27-story Holiday Inn Plaza, part of the multi-million dollar Garvey Center project, just east of the Broadview Hotel.¹⁸ Soon the Carey House/Eaton, Lassen Hotel, and Occidental Hotel had closed their doors. The Carey House/Eaton remained underutilized until rehabilitated in 1999-2000. The Lassen Hotel was converted to an office building in the 1980s. And the Occidental, which closed in 1975, was also converted to offices. Once lauded as the "tallest building in

¹⁵ *Wichita Beacon*, 13 February 1898.

¹⁶ James R. Shortridge, *Cities on the Plains: The Evolution of Urban Kansas* (Lawrence: University Press of Kansas, 2004), 252.

¹⁷ *Wichita Beacon*, 31 December 1929; *Wichita Beacon*, 2 March 1930; *Wichita Eagle*, 25 May 1929.

¹⁸ *Wichita Eagle-Beacon*, 6 June 1971.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 10

Broadview Hotel
Sedgwick County, Kansas

Kansas," the Allis Hotel suffered a worse fate. The seventeen-story hotel closed its doors in 1970 and remained vacant until it was razed in 1996.

In the past decade, Wichita's downtown has witnessed an extraordinary rebirth. Since the Allis was demolished in 1996, at least three new hotels have opened in Wichita's downtown and Old Town, the adjacent rehabilitated warehouse district. These include a newly constructed Hyatt Regency, in addition to a Courtyard by Marriott and Hotel at Old Town, both in rehabilitated historic buildings.

The Broadview Hotel

The Broadview Hotel was the brainchild of George Siedhoff (1878-1966). Siedhoff was born in St. Louis in 1878 and in 1905 moved to Virginia where he worked in the construction industry. In 1908, he moved to Kansas City. Through the years, Siedhoff built a reputation as an expert in the latest structural technique: reinforced concrete construction. After receiving the contract to build structures for the Standard Oil Company (1916), Siedhoff moved to Wichita in 1917. He used his concrete construction expertise to build some of the city's highest-profile buildings, including the Board of Trade (1921, NRHP), Hillcrest Apartments, Allis Hotel (razed), Broadview Hotel (which he also owned), Innes Furniture Warehouse (NRHP), and United States Post Office and Federal Building (NRHP). Siedhoff also constructed residential buildings, including a number of homes in Wichita's College Hill neighborhood.

The 1920s were good to George Siedhoff, whose success the *Wichita Beacon* lauded:

During the past year Mr. Siedhoff has constructed more than a million dollars worth of buildings in Wichita, including the county jail, Shirkmere hotel, Kaufman building, Western Newspaper building, Luling Laundry, electric plant for Red Star Mill, addition to the Beacon Building, W. A. Dye Building, and Dan Callahan's residence.¹⁹

For the development of the Broadview Hotel, Siedhoff partnered with some of the city's greatest promoters and financiers. Among the partners in the hotel corporation were

¹⁹ *Wichita Beacon*, 2 January 1924.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 11

Broadview Hotel
Sedgwick County, Kansas

George Theis, Jr., the President of the Arkansas Valley Interurban (see below); Warren E. Brown; John H. Engstrom, a first-generation Swedish-American lumberman; and J. Ed Petrie, a Scottish clothing retailer. Siedhoff, who owned 50% of the corporation, was president and Theis vice-president.²⁰

That the Broadview Hotel has maintained its original use for nearly a century is a testament not only to the vision of its developers, but also to its location. The Broadview was located near the Forum, the community's first all-inclusive auditorium, exposition hall and convention center, completed in 1918. But developers hinged the Broadview's future success on its vicinity to the Arkansas Valley Interurban depot.²¹ The Arkansas Valley Interurban, or AVI, was a light-rail line that connected the region's cities and towns, including Valley Center, Sedgwick, Halstead, Newton and Hutchinson, beginning in 1910. In 1920, the AVI announced plans for a new passenger station near Douglas and Waco. Soon afterward, George Siedhoff leased part of the AVI right-of-way and announced plans to build a hotel next to the new AVI station.²²

Although the \$140,000 AVI passenger station was completed in January 1921, replete with "a large unfinished entrance to the new station ... on the east side to be connected with the hotel," work did not begin on the Broadview until September. After months of anticipation, the Siedhoff Construction Company finally moved machinery on the site on September 14, 1919. On September 19, 1921, the day the company broke ground for the new hotel, it announced that after considering other names, including "The Waco" and "Hotel Theis," it had settled on the name "Broadview Hotel," a name suggested by Mrs. Siedhoff.²³

Once construction began, it progressed quickly. In December 1921, the company announced that it would add a seventh story to the building, originally planned for six stories.²⁴ By January, 1922, only four months after construction began, the building was ready for the roof slab, and the masonry was completed to the fifth floor.²⁵ On May 15,

²⁰ *Wichita Beacon*, 19 September 1921.

²¹ *Wichita Beacon*, 28 May 1922.

²² *Wichita Beacon*, 26 July 1920.

²³ *Wichita Eagle*, 5 December 1920; *Wichita Eagle*, 2 January 1921; *Wichita Eagle*, 14 September 1921; *Wichita Eagle*, 19 September 1921.

²⁴ *Wichita Beacon*, 11 December 1921.

²⁵ *Wichita Beacon*, 19 January 1922.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 12

Broadview Hotel
Sedgwick County, Kansas

1922, just eight months after work began, the hotel welcomed its first guests.²⁶ It hosted a formal opening on June 1.²⁷

The hotel thrived through the roaring 1920s. Although Siedhoff sold his interest in 1924 to Charles E. Gillen of St. Louis, he bought it back less than a year later, re-committing to the hotel's success.²⁸ The Wichita Chamber of Commerce opened an office in the building in 1925.²⁹ In 1928, the Broadview announced plans for a 78-room north addition. The \$100,000 project was completed in February 1929.³⁰

Siedhoff kept the Wichita Broadview in the public's eye and promoted his other businesses ventures through a combination of skilled promotion and shameless publicity stunts, many of which played on the public's fascination with aviation. Wichitans were excited to learn that Charles Lindbergh stayed in the Broadview on April 16, 1928, less than a year after his famous trans-Atlantic flight.³¹

In addition to other hotel projects, including the Broadview Hotel in Emporia and a planned 1000-room hotel in Kansas City, Siedhoff's broad business interests extended into the city's budding aviation industry. By 1928, he was president of the Supreme Propeller Company. In July Siedhoff proudly displayed the first "Wichita-made" propeller in the hotel's lobby.³² The following December, local aviator Ted Braley made an attempt to "take off from the roof" of the hotel.³³ While Siedhoff dabbled in aviation and continued his construction business, his children managed his hotels. His son, Elmer Siedhoff managed the Emporia Broadview; and daughter, Viola Siedhoff, managed the Wichita interest.

Unfortunately, Siedhoff and his high-flying business associates had overextended their capital, leaving them susceptible during the less-affluent times to come. Siedhoff's empire had already begun to fracture before 1932, when the Broadview announced its rates would

²⁶ *Wichita Beacon*, 6 May 1922.

²⁷ *Wichita Beacon*, 28 May 1922.

²⁸ *Wichita Beacon*, 28 January 1925; *Wichita Eagle*, 11 March 1924.

²⁹ *Wichita Eagle*, 18 November 1925.

³⁰ *Wichita Beacon*, 7 September 1928; *Wichita Beacon*, 17 February 1929.

³¹ *Wichita Beacon*, 17 April 1928.

³² *Wichita Beacon*, 2 July 1928.

³³ *Wichita Beacon*, 16 December 1928.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 13

Broadview Hotel
Sedgwick County, Kansas

be reduced, from \$2.50 to \$2.00 for a standard single room.³⁴ The Broadview's future was in question in 1938 when the AVI ceased its passenger service in 1938. That year, Siedhoff was forced to sell the property to the Tri-State Hotel Company. Tri-State's president was Lawrence, Kansas businessman W. G. (Billy) Hutson, who had built Lawrence's new Eldridge Hotel (NRHP) in 1925.³⁵ Beginning in 1940, Hutson's associate and Tri-State stockholder R. C. McCormick, from Kansas City, managed the Broadview.³⁶

Under the leadership of Hutson and McCormick, the Broadview survived the remainder of the Great Depression and World War II. Amidst public protest, the AVI abandoned its freight service, scrapping its track for the war effort. The Derby Refining Company converted the AVI depot into its executive offices.³⁷

In the post-war years, still under McCormick's management, the Broadview made efforts to reinvent itself as a convention center. Tri-State commissioned a large new ballroom in 1950, commissioning artist Blackbear Bosin, a Kiowa-Comanche Indian best known for his "Keeper of the Plains" sculpture (1974), to execute the mosaic murals.³⁸ In 1961, Tri-State demolished the AVI passenger depot, which had been abandoned by the Derby Refining Company, to accommodate a ballroom expansion, swimming pool, and 2-story addition.³⁹

But the Broadview was unable to compete in the age of urban renewal. In 1965, the city demolished the Forum exhibition hall in preparation for the construction of the Century II Convention Center, dedicated in 1969.⁴⁰ By the time Century II was completed, work was underway on the multi-million dollar Garvey Center, which included a new 27-story Holiday Inn Plaza hotel. Tri-State closed the Broadview Hotel on January 11, 1973.⁴¹ After five decades in business, the Broadview's future was uncertain. With the landmark's future at stake, the city council approved \$4.7 million in Industrial Revenue Bonds to purchase and

³⁴ *Wichita Eagle*, 14 May 1922; *Wichita Eagle*, 11 September 1932.

³⁵ *Wichita Beacon*, 22 April 1938. http://www.eldridgehotel.com/hotel_history.htm.

³⁶ *Wichita Beacon*, 28 January 1940; *Wichita Eagle*, 19 November 1967; *Wichita Eagle-Beacon*, 3 April 1970.

³⁷ *Wichita Eagle*, 22 April 1942; *Wichita Eagle*, 16 December 1960.

³⁸ *Wichita Eagle*, 17 September 1950; Kansas State Historical Society, "Kansas Portraits," http://www.kshs.org/portraits/bosin_blackbear.htm.

³⁹ *Wichita Eagle*, 16 April 1961.

⁴⁰ *Wichita Eagle-Beacon*, 5 January 1969.

⁴¹ *Wichita Eagle-Beacon*, 12 January 1973.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 14

Broadview Hotel
Sedgwick County, Kansas

restore it.⁴² In August 1973 Sam Cohen, who owned Ramada Inns in Kansas City and Topeka, purchased and began remodeling the Broadview.⁴³ The hotel re-opened in June 1974.

The hotel's recent round of financial woes corresponds with the focus on a new hotel project, the 300-room Hyatt Regency hotel and conference center adjacent to Century II.⁴⁴ The Broadview has declared bankruptcy twice in the past decade alone. Today, the community has again turned its focus toward the Broadview Hotel. Current plans call for rehabilitating the hotel to re-capture its historic character.

Reinforced Concrete Construction

One reason the Broadview Hotel has endured for more than eighty-five years, is its reinforced-concrete construction, a technique honed from construction methods developed for use in Chicago high-rises and early industrial buildings, like the early buildings George Siedhoff constructed.

Prior to the late nineteenth century, massive construction limited the expression of architects and engineers. Nineteenth-century technological developments, such as the introduction of cast-iron skeletal structural systems, greatly expanded design possibilities. The first building types that benefited from this technology were transportation-related structures engineered by Europeans for use by railroads and industry. The "metal skeleton" method of construction spread to the United States, where architects employed the technique in rebuilding Chicago after the infamous 1871 fire. From the ashes rose the nation's first skyscrapers, buildings such as Daniel Burnham's Reliance Building (1895) and Louis Sullivan's Carson, Pirie, Scott and Co. Store (1904).

In the early years of skeletal design, most architects struggled to fully express its design potential. Public expectations about structural stability, honed by a steady diet of Richardsonian Romanesque architecture, left designers scrambling to add weight to the open shells. At the same time, architects had not yet broken from the trend to add superfluous details. They created the look of carved stone, cornices, and columns within

⁴² *Wichita Eagle-Beacon*, 18 April 1973.

⁴³ *Wichita Eagle-Beacon*, 25 August 1973.

⁴⁴ *Wichita Eagle*, 29 December 1995.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 15

Broadview Hotel
Sedgwick County, Kansas

the cast-iron medium. Although architects were beginning to break from traditional styles in the construction of industrial buildings, such as Wichita's Innes Furniture Warehouse (called a "daylight factory"), they continued to use traditional fenestration patterns and forms for non-industrial buildings like the Broadview Hotel.

After the 1911 New York Triangle Shirtwaist Factory fire, which killed 146 people, Progressive-era reformers advocated for fire-safety building codes. Steel frames alone were not fire resistant. But engineers/architects developed a fireproof skeletal system using steel in tandem with concrete. The result was a revolutionary structural system called ferroconcrete. Ferroconcrete, concrete reinforced with steel bars or metal netting, was invented in 1849. But the material was not used to its full potential until the early twentieth century. First widely promoted in 1907 when Atlas Portland Cement Company of New York published a book entitled *Reinforced Concrete in Factory Construction*, ferroconcrete could be used for both structural framing and finish material. Leaving the concrete unsheathed, like it is on the Innes Furniture Warehouse, was desirable as ornamentation was seen as an unnecessary and expensive fire hazard. Ferroconcrete's smooth finish conformed to the taste of International Style architects as well who preferred smooth stucco or glazed terra cotta to archaic brick. But the technique was also useful for the efficient fire-proof construction of Commercial-Style structures to be clad in brick.

Some architects used ferroconcrete for every structural member of their designs – vertical exterior supports, floors, and interior support columns. The columns were typically squared with uniform width from the floor or column base to the capital. Although they ranged in appearance, columns were very plain. Columns were the only interior structure necessary in reinforced concrete skeleton buildings. This technological advancement made the buildings well-suited for warehouse space as in the case of the Innes Furniture Warehouse – but also allowed for flexibility of interior plans, as in the case of hotels.⁴⁵

⁴⁵ Betsy Bradley, *The Works: the industrial architecture of the United States* (New York: Oxford University Press, 1999). Renyer Banham, *A concrete Atlantis: U. S. industrial building and European modern architecture, 1900-1925* (Cambridge, Mass: MIT Press, 1986). Christy Davis, "Innes Furniture Warehouse" Statement of Significance.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 16

Broadview Hotel
Sedgwick County, Kansas

The Commercial Style

Like that of its "sister hotel" in Emporia, the exterior of Wichita's Broadview Hotel represents the early twentieth-century Commercial Style. This style is most often seen in downtown commercial buildings from the 1910s and 1920s. Unlike their nineteenth-century predecessors, these buildings feature simple lines, without applied or projecting decorative elements such as elaborate cornices. These buildings had an emphasis on fire-resistance with fire-proof materials such as reinforced concrete, brick and steel. In addition to their clean lines, Commercial-Style buildings are defined by a number of exterior features such as parapets capped with squared-off stone or concrete, rough brick with raked mortar joints, and double-hung windows with square upper and lower sashes – in contrast to the tall, narrow windows seen in late-nineteenth-century commercial buildings. These windows can be 1/1 double-hung sash, or a multiple-pane upper sash over a single-pane lower sash. Stylistic elements were limited to brick corbelling or the incorporation of integrated decorative masonry elements such as geometric stone patterns or applied terra cotta.

Like other Commercial-Style structures, the Broadview Hotel features geometric masonry patterns including applied carved decoration, rough brick with raked mortar joints, and a capped parapet at the roofline. The building's reinforced concrete structure, brick façade and curtain walls, and steel windows are attributes common among fire-proof commercial construction that became the norm during the Progressive Era.

The Broadview Hotel was designed as a three-part vertical block, as identified by falls into a type of commercial architecture identified by Richard Longstreth as the three-part vertical block. In three-part vertical blocks, exterior design changes reflect changes in the building's interior uses. In this case, the hotel's public functions – ballroom, lobby, etc. – are housed in the first floor; hotel rooms are located on the second through sixth floors; and penthouses are located on the seventh floor, which was added to the design after the building was under construction.⁴⁶

⁴⁶ Richard Longstreth, *The Buildings of Main Street: A Guide to American Commercial Architecture*, updated edition (New York: Alta Mira Press, 2000).

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 8 Page 17

***Broadview Hotel
Sedgwick County, Kansas***

Summary

Like many late nineteenth and early twentieth-century hotels, the Broadview Hotel was a symbol of community progress and pride. The building is being nominated to the National Register of Historic Places for its association with the growth and development of Wichita.

United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 9 Page 18

Broadview Hotel
Sedgwick County, Kansas

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United States Department of the Interior
National Park Service

National Register of Historic Places Continuation Sheet

Section number 10 Page 19

Broadview Hotel
Sedgwick County, Kansas

Verbal Boundary Description

The nominated property includes the land on which the Broadview Hotel is located on the following parcel: BEG NW COR WACO & DOUGLAS N 307.95 FT W TO RIV. SE TO DOUGLAS E & NE TO BEG. BEING LOTS 1 TO 10 HOLMES ADD & TRACTS IN NE 1/4 & SE 1/4 SEC 20-27-1E KNOWN AS BROADVIEW HOTEL.

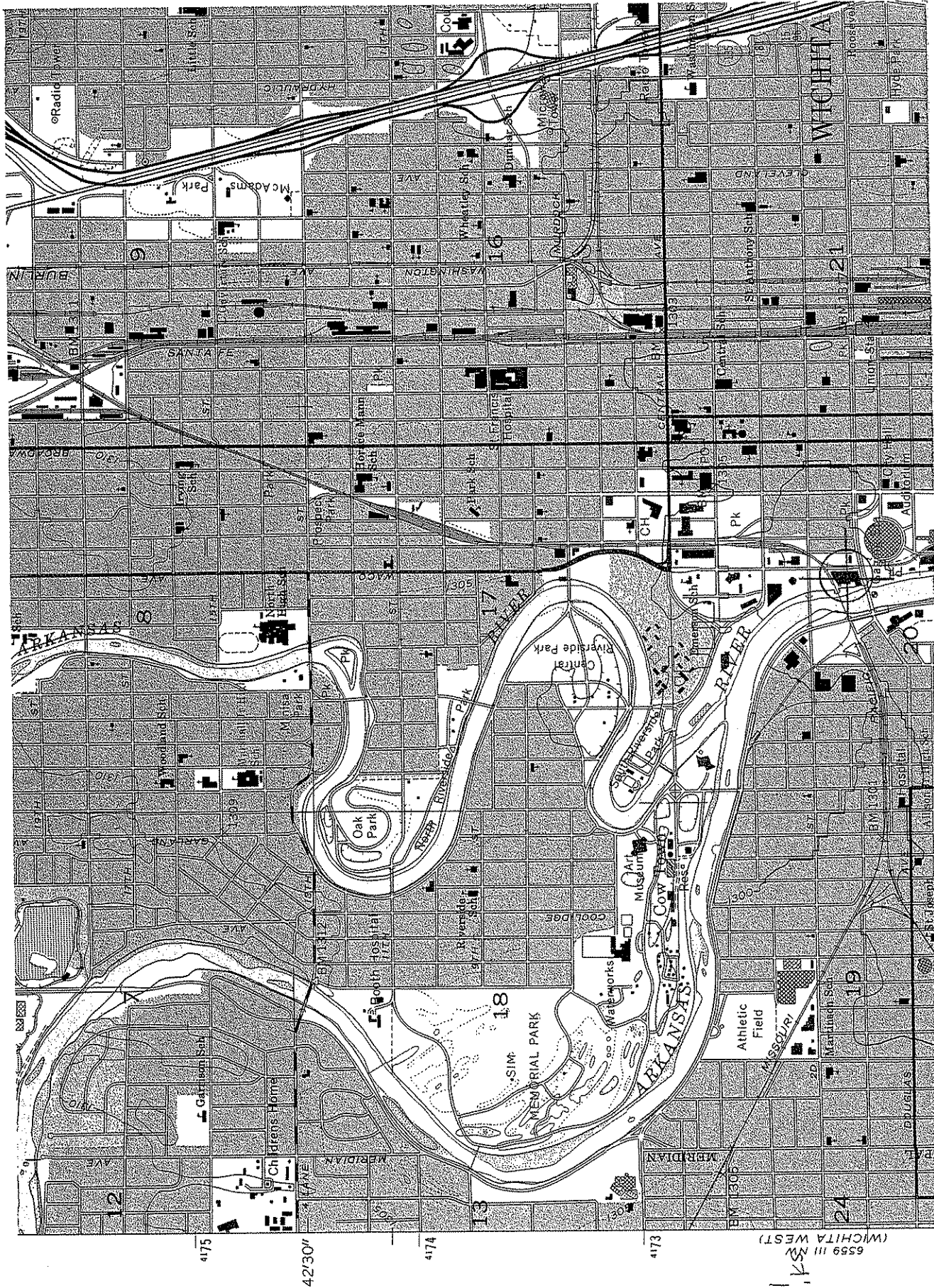
Boundary Justification

The nominated boundary includes the tracts on which Broadview Hotel sits. The Verbal Boundary Description is the property's legal description.

Photo Log

All photos were taken by Christy Davis on August 1, 2008.

1. Exterior, East and South Elevations, Looking Northwest.
2. Exterior, East Elevation, Showing 1929 addition (left) and 1975 addition (right), looking Southwest.
3. Exterior, North (rear) Elevation, showing one-story 1950 addition.
4. Exterior, West Elevation, showing 1961 parking addition.
5. Interior, First Floor, Overall view of the lobby/dining area, looking East.
6. Interior, Mezzanine, Close-up of plaster capital/frieze.
7. Interior, Mezzanine, Stair from Mezzanine to Second Floor.
8. Interior, Typical view from Elevator tower down double-loaded corridor.
9. Interior, First Floor, Mosaic mural in 1950 ballroom.



Broadview Hotel
 Sedgwick County, KS
 Zone 14
 646 159 E
 417 228 N